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## TEN PERCENT FOR UNCLE SAM \*\*

Advance echoes of a jumbo-sized promotional push that will take a new tangent toward increasing sales of War Bonds and Stamps are in the wind this week, and it seems that radio will be called upon to carry a manly share of the load. Based on the format of a "10% Club", its membership limited to patriotic citizens who set aside one-tenth of their income each week for Bonds and Stamps, the plan will enlist the help of newspapers, magazines, billboards and car cards, movies, television, even skywriting - in addition, of course, to the broadcasters of America. It's one of the biggest wartime promotional tasks yet launched.

"The 10% Club" marks an effort to sign every wage-earner in the country to a definite promise that he'll invest at least 10% of his paycheck, and every week, as a stockholder in American liberty. The "club" idea has been selected in preference to such coercive terms as "drive", "appeal", "campaign" and several more that you'll find in Mr. Webster's famous compendium. The word "club" conveys a more human note, intended to arouse a gregarious "joining-up" reaction in the public mind. Insignia like 10% Club buttons, 10% Club window stickers, and the American flag as a club banner, will give the individual a chance to let the world know he's co-operating.

## SUGGESTIONS FOR RADIO \*\*

The OFF will shortly issue a comprehensive Fact Sheet covering all phases of this swooping enterprise. "The 10% Club" plan is being tried for a three-week period (June 14 to July 5) because, flatly, the sale of War Bonds and Stamps must be stopped up. If the public fails to do its part by purchasing these interest-giving shares in American freedom, it may be unavoidable to initiate compulsory wage deductions. You'll find that the new Fact Sheet contains a wealth of valuable material - excellent templates for the shows that radio must build and broadcast if "The 10% Club" idea is to be successful.

The war effort demands at least 10% of our national income. When others give their lives and homes, this allotment asked of us seems picaresque enough. The people of Britain and Russia, of China and other United Nations have given far more. America can hardly call herself a worthy ally if her people find this minor sacrifice too great.

"The 10% Club", points out the OFF, is the greatest "drive" of all time. "Radio," it adds, "has had big promotions before - big contests, big 'mail-in' drives, big sales campaigns. But radio has never before had anything like the 10% Club."

Get behind it, we say. This is probably the largest assignment yet handed to broadcasting. Dramatize it, pack it with patriotic emotion, high-





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light it with music - in short, if there was ever a reason for pulling out all the stops....this is it. But remember the drive does not start until June 14.

#### THE DRAIN OF THE DRAFT \*\*

The radio industry, over the past eighteen months, has watched with furrowed brow but patriotic heart as the inroads of Selective Service decimated and redecimated its ranks. It has yielded great numbers of its trained technicians and skilled workers to the growing weight of America's fighting forces. The sacrifices have been made gladly; appeals for deferment are relatively few. This is a war, and wars are won by doing without.

But not, you understand, by doing without everything. Broadcasting is a force called upon heavily by the government to accomplish certain vital results with unprecedented speed. Broadcasting is the nation's biggest builder of morale. Broadcasting is the fastest, most thorough link between the American people and their leaders. But broadcasting isn't like an eight-day clock. You can't wind it up, leave it standing by itself in a corner, and expect it to keep running smoothly while everyone goes off to war.

The spring that makes broadcasting run is the energy of trained men who have spent years in mastering the niceties of mass communication, who have done their work so well and humanly that the family radio set is become a trusted member of the average household. All those men who make broadcasting run can't be replaced in a few months or even years. They have a job to perform which, in its way, is as essential to crushing the Axis as the men who assemble anti-aircraft guns.

#### IT'S CAUSE FOR CONCERN \*\*

The BVC, therefore, views with justifiable alarm the possibility that suicidal drains may be imposed upon the radio industry under the new War Man-Power Act which permits the drafting of all men for work in war plants. Broadcasting, we think, is a war plant too. Instead of rivets and lathes, it deals with ideas and inspirations and information. And the war will be won as much by well-informed heads as by busy hands. A man who works on an assembly line day after day, and doesn't know what he's working for, is an automaton. In Axis lands, they prefer automatons.

And yet the BVC does not advocate that further men shouldn't be taken from broadcasting for war work. The armed forces will continue to absorb many of them. The war industries will probably get large numbers of others, either voluntarily or otherwise. Broadcasting must find replacements - and at the same time keep working harder at the task of telling the people what they should know and do to achieve victory.

Leadership, however, is a different problem. And the War Man-Power Commission states that men up to 45 are eligible for service in the factories and on the assembly lines. Only farm workers have been considered important enough to merit exemption. We find ourselves fearful that radio cannot carry on the work expected of it if its leaders - the station managers and other vital executives between 35 and 45 - are taken away from their desks to occupations that make no use of their long-accumulated skill in the kind of





mass communication America needs today for national unity. Therefore, the BVC is at work on the matter in behalf of broadcasting and, we feel, national unity.

#### THERE'S NO SUBSTITUTE FOR BRAINS \*\*

When radio first put its shoulder to the war wheel, we used to talk quite a good deal about the need for good taste which, after all, is the offspring of commonsense. We warned that broadcasting could not expect its messages to the people of America to have full effect if broadcasting didn't keep its own house in efficient order.

All in all, we think the job to now has been ably done. We think radio has been a prime mover in the creation of national morale. But there are still occasional complaints from listeners, and it makes us wince noticeably that these are relayed to us via the OFF.

When some high official of this nation, or any of the United Nations, gives an address that, after all, is vital to the mental and military welfare of our peoples and our cause - please, folks, don't precede or follow it with a spot blurb for Krakmeyer's Korn Plasters or the Excalibur Department Store!

It seems senseless to explain that this injures public morale, weakens the message that the address is trying to put over, and infuriates a good many listeners with better sense than the program director who let such a thing come to pass.

The OFF hopes that broadcasters will use cautious tact, mindful that commercial hitch-hikers who horn in on important addresses help no one - except maybe the sale of Krakmeyer's Korn Plasters. But they certainly hurt broadcasting and batter public morale.

#### THERE'S WORK FOR WOMEN, TOO \*\*

Throughout the 30,300,000 radio homes in this country you'll find an awful lot of women. In fact, by the simple law of averages and in accordance with the way things have been going for millions of years, there are almost as many women as men. And, since this is total war, woman's part in the conflict is probably more important than it's been at any time since the Neanderthal man pined his enemy to the ground and let his wife bash the gentleman's skull with the nearest boulder.

From the feminine directors of women's programs throughout the country we hear a plaint that is not new. Too much of the source material and suggestions on ways that radio can aid the war effort are being issued with a strictly masculine slant to them. No one seems to be aiming specifically at women's programs, despite the tremendous following which these have and the vital need for more and more women in war work.

Men - speaking generally - grasp the necessity and details of such phenomena as priorities, rationing, War Bonds, tire and gasoline conservation faster than do women. Not invariably, you understand. But as a rule. The biggest squawks against such inconveniences as limited sugar, no silk stockings, carrying home packages, having to walk instead of ride - these frequently come from women. It isn't that they lack patriotism or



intelligence. But the approach whereby these matters are explained must be different for women. Often their husbands are to blame for not taking the time and effort to explain.

The BVC is interested to note that directors of women's activities, representing distaff broadcasters throughout the country, are forming an "Association of Radio Directors of Women's Activities" which will make available to the ladies of radio more comprehensive program material on how their feminine audience may join at home in fighting the war.

#### MESSAGES EN MASSE \*\*

Last week we outlined a smart bit of programming intended to give a gala send-off for camp-bound inductees. One thing leads to another, and therefore we find ourselves with a number of other air-worthy ideas from stations that naturally want to be recognized for their contributions to the waging of the war.

From the group, we pick particularly a new series being aired by WIBX at Utica, N.Y., and titled "A Message to Our Community." The show, staff-written and staff-acted, serves as a clearing house for all the sundry and various material received each week by WIBX from the sundry and various government agencies. This is woven into a fast and colorful program that effectively conveys war messages which the community should hear.

Elliott Stewart of WIBX writes: "Since we received the William B. Lewis Award (local station class) for educating the public to the war effort, we feel that we have a double responsibility. To tell the truth, our production department gets a genuine thrill in devising ways and means of driving nails into the Axis coffin."

So should we all.

#### MORE GOOD THINKING \*\*

Here's another case of broadcasting's ingenuity running on a full quota of mental cylinders. In Hartford, Conn., WDRC observed two important facts about special pleas from local war agencies:- (1) each one required that the listener note down and contact a different address, and (2) early morning and late evening pleas were not so effective because, even if a listener did call the telephone number given, the agency's office was likely to be closed at those hours.

Accordingly, all four stations in Hartford adopted a uniform system. Suppose, for example, that it's a spot seeking Red Cross blood donors. The announcer asks that listeners telephone the station to which they're tuned, adding: "We'll do the rest."

Names are taken at the station switchboards and relayed to the proper agencies. The arrangement serves the double purpose of providing a check on how well spots and programs are pulling in public co-operation. Furthermore, it corrals volunteers almost instantly, before their inclination and ardor has a chance to cool or get sidetracked.

A little more work, perhaps, for the stations. But broadcasting can't expend too much energy in this business of restoring sanity to the world.





### SHARPER EYES FOR THE NAVY \*\*

A war is a time when every little bit helps, and all the little bits add up - when put together skilfully - into victory. The BVC, for example, has word that the Navy is still sorely in need of binoculars - the kind that Naval officers use to scan the horizon - and is calling upon public-spirited citizens to provide theirs for the duration at a one-dollar token fee.

This means a chance for broadcasting to prove, by means of a tangible mail-pull, just how responsive listeners can be to war messages. If you have room in your schedules, here's a few facts on the subject.

In the last war a similar appeal was made to the public - without the aid of radio - and produced 51,217 pairs of binoculars. Owners were given one dollar for each pair - since the Navy cannot accept gifts - and after the Armistice a grand total of 51,216 pairs came back to their surprised owners. Many were accompanied by letters of appreciation from Naval officers who described where and how the glasses had seen action.

Today the Navy wants binoculars built by either Bausch & Lomb or by Zeiss. No other makes. And in the following sizes (which, despite similarity, have nothing to do with the dimensions of auto tires) - 6 x 30, 7 x 35, 7 x 50, 8 x 40, and 8 x 56. No opera glasses, telescopes or other optical flora and fauna are wanted. Listeners should wrap their binoculars securely (after keeping a record of the serial number), affix their name and address, and mail to the U. S. Naval Observatory at Washington. One dollar will acknowledge their receipt, but if the glasses should be lost in action, the Navy has no further responsibility.

### REGULATIONS ON CREDIT \*\*

Anything which concerns that vital bullseye, the pocketbook, is bound to make people pick up their ears in rapt attention. It is therefore not startling that a number of stations have viewed with rapt attention the new credit regulations on open accounts, which stipulate that payment in full must be made for all purchases by the 10th of the month following, of course, the month of purchase.

Radio time being a commodity like beans, soap and shoelather, the BVC has not been surprised to receive several inquiries from station managers seeking to know if the new regulations also apply to open accounts for broadcast advertising. "We have," writes one query-asker, "some accounts that are quite slow and would not under the basis of their past payment performance fulfill this regulation."

The BVC has taken the matter up with the Federal Reserve System offices in Washington, and the answer is no. Such credit regulations on open accounts do not apply to any form of advertising.





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